

## CLAIMS

What is claimed is:

1. A method of promoting a good or service, comprising:

distributing a computer readable memory device to at least one potential consumer;

5 checking system parameters on a data processing device into which the computer readable memory device is inserted;

running a promotional game associated with the computer readable memory device on the data processing device;

10 awarding a promotional prize as a result of the promotional game; and

encouraging the potential consumer to contact a service provider to receive the promotional prize, wherein a sales agent at the service provider may make a sales presentation to the potential consumer prior to collection of the promotional prize.

15 2. The method of claim 1 wherein checking system parameters comprises checking to determine if a modem is present on the data processing device.

3. The method of claim 1 wherein checking system parameters comprises checking to determine if a sound card is present on the data processing device.

20

4. The method of claim 1 wherein checking system parameters comprises checking to determine if a video card is present on the data processing device.

5. The method of claim 1 wherein checking system parameters comprises checking to determine if video conferencing software is present on the data processing device.

6. The method of claim 5 wherein checking to determine if video conferencing software  
5 is present comprises checking to determine if NetMeeting is present on the data processing device.

7. The method of claim 2 further comprising automatically connecting the potential consumer to the service provider if a modem is detected.

10

8. The method of claim 1 wherein encouraging the potential consumer to contact a service provider comprises encouraging the potential consumer to contact a sales agent at the service provider via a telephone.

15

9. The method of claim 1 further comprising soliciting further information from the potential consumer prior to contacting the service provider.

10. The method of claim 1 wherein the service provider provides pornographic services to consumers.

20

11. The method of claim 1 wherein the service provider provides online trading services to consumers.

12. The method of claim 1 wherein the service provider provides psychic hotline services to consumers.

13. The method of claim 1 wherein the service provider sells home electronics to  
5 consumers.

14. The method of claim 13 wherein the service provider sells satellite television dishes and service contracts to consumers.

10 15. A computer readable medium comprising software adapted to:  
check system parameters on a data processing device;  
run a promotional game on the data processing device;  
award a promotional prize; and  
encourage potential consumer to contact a service provider to consummate a sale  
15 to collect the promotional prize.

16. A method of promoting a business, comprising:

distributing a computer readable memory device to at least one potential consumer;

20 determining if a remote communications device is present on a computer into which the computer readable memory device is inserted;  
running a promotional game on the computer;  
awarding a promotional prize as a result of the promotional game;

connecting the potential consumer to a sales agent at a remote location through the remote communications device if the remote communications device is present so that the potential consumer may claim the promotional prize; and

- encouraging the potential consumer to contact a sales agent at a remote location if
- 5 the remote communications device is not present so that the potential consumer may claim the promotional prize.

17. A method of promoting a good or service comprising:

- distributing a software program to at least one potential consumer;
- 10 encouraging the at least one potential consumer to run the software program;
- allowing the at least one potential consumer to play a game from the software program;
- awarding a prize to the at least one potential consumer for playing the game; and
- to collect the prize, requiring the at least one potential consumer to contact a sales
- 15 agent such that the sale agent can make a sales presentation to the at least one potential consumer.

18. A method of purchasing a good or service comprising:

- receiving a promotional game;
- 20 playing the promotional game to win a prize;
- contacting a sales agent at a service provider to collect the prize;
- acquiring knowledge about another good or service sold by the service provider;
- and

purchasing a good or service from the service provider.

19. The method of claim 18 further comprising installing the promotional game on a computer prior to playing the promotional game.

5

20. The method of claim 18 wherein acquiring knowledge about another good or service sold by the service provider comprises listening to a sales agent over a telephone.

21. The method of claim 18 wherein acquiring knowledge about another good or service

10 sold by the service provider comprises communicating with a sales agent via an online text communication session.

22. The method of claim 18 wherein acquiring knowledge about another good or service sold by the service provider comprises a video conference with a sales agent during

15 which the sales agent pushes content to the purchaser.

23. A system for promoting a good or service, comprising:

a computer readable medium comprising software distributed to at least one potential consumer;

20 said software adapted to be installed on a computer associated with the at least one potential consumer;

said software adapted to perform a system check on the computer to determine network capabilities, hardware, and software configurations of the computer;

a call center staffed with a plurality of sales agents; and  
said software adapted to allow the at least one potential consumer to play a game,  
be awarded a prize, and encouraged to contact the call center to collect the prize while  
being subjected to a sales presentation by one of the plurality of sales agents.

5

24. A method of communicating, comprising:

installing software on a computer prior to delivery to a consumer;  
linking the computer to a call center upon activation of the software;  
enabling two way communication between a customer support agent and the  
10 consumer through the computer.

25. The method of claim 24 further comprising checking, with said software, a system  
configuration associated with the computer.

15 26. The method of claim 25 further comprising passing along information derived from  
checking the system configuration to the customer support agent.

27. The method of claim 24 wherein enabling two way communication between a  
customer support agent and the consumer comprises selling a good or service to the  
20 consumer.

28. The method of claim 24 further comprising, presenting, through said customer  
support agent, a sales presentation.